

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 2, 2017/2018

### **DCS5148 – INTRODUCTION TO INFORMATION SYSTEMS** (For DBA only)

7 MARCH 2018  
2.30 p.m. – 4.30 p.m.  
(2 Hours)

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#### **INSTRUCTIONS TO STUDENT:**

1. This question paper consists of **EIGHT (8) pages**.
2. Answer **ALL** questions in **Section A** on the **OMR sheet**.
3. Answer **ALL** questions in **Section B** in the **Answer Booklet**.

**Section A: 40 Multiple Choice Questions (40 marks)***Instruction: Shade your answers on the OMR sheet.*

1. Technically as a set of interrelated components that collect, process, store and distribute information to support decision making, coordinating and control in an organization can be referred as \_\_\_\_\_.
  - A. raw data
  - B. information system
  - C. information technology
  - D. Central Processing Unit
  
2. The activities of converting the raw input into a meaningful form is **BEST** referred to as \_\_\_\_\_.
  - A. input
  - B. output
  - C. processing
  - D. feedback
  
3. The average number of students enrolled for Introduction to Information Systems subject for Trimester 1720 is an example of \_\_\_\_\_.
  - A. input
  - B. raw data
  - C. feedback
  - D. meaningful information
  
4. Which dimension of information systems involves coordinate work through structured hierarchy and business processes?
  - A. People
  - B. Technology
  - C. Globalization
  - D. Organizations
  
5. Inadequate database capacity is an example of the \_\_\_\_\_ dimension of business problems.
  - A. people
  - B. technology
  - C. organizational
  - D. management
  
6. Which of the following is NOT how information technology enhances business processes?
  - A. Automate manual processes
  - B. Drive new business models
  - C. Increase the number of employees
  - D. Change the flow of information

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**Continued...**

7. Firms invest in information systems in order to \_\_\_\_\_.

- i. improve decision making
- ii. transform how the business works
- iii. achieve customer intimacy
- iv. replace sequential processes with simultaneous activity

- A. i and iii
- B. ii and iii
- C. ii and iv
- D. i, ii ,iii and iv

8. The statement below, refers to \_\_\_\_\_.

*"Typically use portal with Web interface, or digital dashboard, to present content."*

- A. transaction processing systems
- B. management information systems
- C. decision support systems
- D. executive support systems

9. A(n) \_\_\_\_\_ delivers comprehensive and accurate information for decision making often using a single screen.

- A. web interface
- B. digital dashboard
- C. voyage-estimating system
- D. marketing analysis system

10. Collaboration and teamwork are more important today than ever for a variety of reasons. Below are growing importance of collaboration; EXCEPT \_\_\_\_\_

- A. emphasis on innovation
- B. growth of professional work
- C. changing culture of work and business
- D. identify and retain most profitable customer

11. How does the Internet raise the bargaining power of customers?

- A. Making more services available
- B. Improving purchasing decision making
- C. Making information available to everyone
- D. Reducing barriers to entry

12. These are primary activities of a firm EXCEPT \_\_\_\_\_.

- A. sales and marketing
- B. operations
- C. logistics
- D. technology

Continued...

13. Which of the following is an advantage for new companies entering the marketplace?
- A. They can easily establish new relationships with suppliers
  - B. They can often hire younger and less expensive workers
  - C. They can quickly implement existing systems and equipment
  - D. They can compete effectively with traditional competitors
14. Which of the following is TRUE about the value chain model?
- A. Uses networks to link people and resources to create and distribute products without traditional organizational boundaries or physical locations
  - B. Secondary activities are those that are most directly related to the production and distribution of the firm's products and services
  - C. Highlights activities in a business where competitive strategies can best be applied and where information systems are most likely to have a strategic impact
  - D. Is a collection of independent firms that use information technology to coordinate their value chains to collectively produce a product or service for a market
15. \_\_\_\_\_ typically develop a single information system, usually at the home base, and then replicate it around the world.
- A. Franchisers
  - B. Domestic exporters
  - C. Multinational firms
  - D. Virtual companies
16. Which of the following is an example of business-to-consumer electronic commerce?
- A. Brenda files her income tax online.
  - B. A shoe manufacturer, conducts business over the Web with its retailers.
  - C. Juan buys guitars for resale on mudah.my.
  - D. Rebecca buys a pair of shoes on Zalora.com
17. Information density refers to the \_\_\_\_\_.
- A. amount of information available to reduce price transparency
  - B. total amount and quantity of information delivered to consumers by merchants
  - C. total amount and quantity of information available to all market participants
  - D. amount of physical storage space needed to store data about a specific entity, such as a product or consumer
18. Selling the same goods to different targeted groups at different prices is called \_\_\_\_\_.
- A. cost customization
  - B. price discrimination
  - C. cost personalization
  - D. cost optimization

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19. All of the following are examples of firms that use the community provider Internet business model **EXCEPT** \_\_\_\_\_.
- A. eBay
  - B. Twitter
  - C. Instagram
  - D. Pinterest
20. In the \_\_\_\_\_ revenue models, a firm offers some services for free but charges a subscription fee for premium services.
- A. affiliate
  - B. subscription
  - C. transaction fee
  - D. free/freemium
21. Which phase of decision making finds or recognizes a problem?
- A. Design
  - B. Choice
  - C. Intelligence
  - D. Implementation
22. Which of the following is NOT an element of the business intelligence environment?
- A. Platform
  - B. User interface
  - C. Executive users
  - D. Production reports
23. All of the following are analytic functionalities that BI systems deliver **EXCEPT** \_\_\_\_\_.
- A. user interface
  - B. ad hoc queries
  - C. drill-down ability
  - D. production reports
24. All of the following are dimensions of a firm's performance that are measured in the balanced scorecard method **EXCEPT** \_\_\_\_\_.
- A. customer
  - B. resources
  - C. financial
  - D. learning and growth
25. Big data analytics that uses location data from mobile phones, sensors, and maps is **BEST** referred to as \_\_\_\_\_.
- A. fuzzy logic
  - B. pivot table
  - C. location analytics
  - D. genetic algorithm

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26. There are four steps to building an information system. Which steps are called systems analysis?

- i. Implement the solution.
  - ii. Choose the best solution.
  - iii. Develop alternative solutions.
  - iv. Define and understand the problem.
- A. i, ii and iii  
B. ii, iii and iv  
C. i, iii and iv  
D. i, ii and iv

27. The statement below, refers to \_\_\_\_\_ step in problem-solving process.

*"The system analysis includes a feasibility study to determine whether each proposed solution is feasible, or achievable, from a financial, technical, and organizational standpoint."*

- A. defining and understanding the problem  
B. developing alternative solutions  
C. evaluating and choosing solutions  
D. implementing the solution

28. Selection of software or software service is often based on \_\_\_\_\_.

- A. outsourcing  
B. request for proposal  
C. customization  
D. application software packages

29. Examples of tangible benefits are \_\_\_\_\_.

- i. increased sales
  - ii. improved operations
  - iii. reduced facility costs
  - iv. enhanced employee goodwill
- A. i and ii  
B. iii and iv  
C. i and iii  
D. ii and iv

30. A \_\_\_\_\_ graphically depicts project tasks and their interrelationships.

- A. PERT chart  
B. Gantt chart  
C. structure chart  
D. flowchart

**Continued...**

31. \_\_\_\_\_ refers to policies, procedures, and technical measures used to prevent unauthorized access, alteration, theft, or physical damage to information systems.
- A. Control
  - B. Safety
  - C. Security
  - D. Audit
32. \_\_\_\_\_ redirects users to a fake Web page, even when individual types correct Web page address into his or her browser.
- A. Pharming
  - B. Phishing
  - C. Sniffing
  - D. War driving
33. Which of the following statements about botnets is FALSE?
- A. Botnets are often used for click fraud
  - B. Botnets are often used to execute DDoS attacks
  - C. Botnets are often used to deliver spam
  - D. Botnets are often used to combat malware
34. Tricking employees and customers into revealing their passwords by pretending to be a legitimate member of a company is called \_\_\_\_\_.
- A. evil twins
  - B. social engineering
  - C. sniffer program
  - D. spyware
35. All of the following are currently being used as traits that can be profiled by biometric authentication EXCEPT \_\_\_\_\_.
- A. thumbprint
  - B. voice
  - C. face recognition
  - D. body weight
36. Which of the following is NOT one of the current key technology trends that raises ethical issues?
- A. Increase in data quality
  - B. Data storage improvements
  - C. Increase in use of mobile devices
  - D. Advances in networking technology
37. \_\_\_\_\_ is a feature of social institutions that means mechanisms are in place to determine responsibility for an action.
- A. Due process
  - B. Accountability
  - C. The courts of appeal
  - D. The judicial system

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38. All of the following are steps in the process for analyzing an ethical issue EXCEPT

- A. assigning responsibility
- B. identifying the stakeholders
- C. identifying and clearly describing the facts
- D. identifying the potential consequences of your options

39. The ethical "no free lunch" rule states that \_\_\_\_\_.

- A. if an action is not right for everyone to take, it is not right for anyone to take
- B. one should take the action that produces the least harm or incurs the least cost
- C. one can put values in rank order and understand the consequences of various courses of action
- D. if something someone else has created is useful to you, it has value, and you should assume the creator wants compensation for this work

40. Digital media differs from a physical book in all of the following ways EXCEPT

- A. ease of alteration.
- B. ease of transmission.
- C. ease of global distribution.
- D. ease of establishing uniqueness.

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**Section B: 4 Structured Questions (60 marks)**

*Instruction: Write your answers in the Answer Booklet.*

**QUESTION 1 [15 marks]**

- a) Discuss any **FIVE** reasons why information systems are so important for business today.

(10 marks)

- b) Investment in collaboration technology can return large rewards, especially in sales and marketing, research and development. Describe **FIVE** business benefits of collaboration and social business.

(5 marks)

**QUESTION 2 [15 marks]**

Select a popular product and company that you are familiar with. Apply Porter's **FIVE** competitive forces model to that product and company. Describe **TWO** generic strategies that the company is using.

(15 marks)

**QUESTION 3 [15 marks]**

Discuss **FIVE** main features that drive the growth of e-commerce.

(15 marks)

**QUESTION 4 [15 marks]**

- a) Describe **THREE** types of decisions including its features.

(6 marks)

- b) Provide **THREE** examples of production reports for each of the following business functional area.

(9 marks)

- i) Sales.
- ii) Service Centre.
- iii) Financials.

[TOTAL 60 MARKS]

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